

RESPONSIBLE DESIGN

ELEVEN QUESTIONS TO ASK BEFORE YOU DESIGN, SPECIFY OR BUY ANYTHING:

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1. Do we need it? Can we live without it?
2. Is the project designed to minimize waste?
3. Can it be smaller, lighter or made from fewer materials?
4. Is it designed to be durable or multi-functional?
5. Does it use renewable resources?
6. Is reuse practical and encouraged?
7. Are the product and packaging refillable, recyclable or repairable?
8. Is it made with post-consumer recycled or reclaimed materials and how much?
9. Are the materials available in a less toxic form? Can it be made with less toxic materials?
10. Is it available from a socially and environmentally responsible company?
11. Is it made locally?

For more information about design, visit:

www.AIGA.org